

Briefing note on Hunstanton Southern Seafront Masterplan for

Regeneration & Development Panel meeting – 11th September 2018

The Panel have a walking tour of the sites within the Southern Seafront Masterplan study area, led by representatives of Hemingway Design, which commences at 16:30 from the Council Chamber at Hunstanton Town Hall. The tour is just over a mile and should take around an hour.

Background

The Southern Seafront area has been identified as a priority in the Hunstanton Prosperity Coastal Community Team Prospectus, which was endorsed by Cabinet in April 2017. Hunstanton Prosperity successfully secured £50k from the Norfolk Business Rates Pool (match funded by the borough council) to develop a vision and a viable Masterplan, informed by supporting documentation, for the Southern Seafront area.

The Masterplan will provide a viable concept and implementation strategy for the promotion of development opportunities in the area, the attraction of new investment and a programme of enhancement to the visitor offer and experience.

The Masterplan exercise is to assess the feasibility (development potential and viability) for mixed use redevelopment, options for public realm, vacant sites and underutilised sites within the study area (attached at Appendix 1) broken down into 3 parts:

- Southern seafront sites behind the sea defence
- Public realm enhancements and use of the promenade over and above its role as a sea defence
- The feasibility of a marine lake to retain water and provide an extended offer

The tender exercise was completed in April 2018 and as members may be aware, Hemingway Design was appointed. Hemingway Design is a multi-disciplinary consultancy and also has relevant sub-contractors involved with specific knowledge and experience – for example, marine engineering. Hemingway Design has been involved in a number of coastal town projects including Margate, Lowestoft, Bognor Regis and Morecombe to name a few. The council team involved in the tender process were very impressed with Hemingway Design's understanding of Hunstanton, approach to consultation and engagement, and ideas for galvanising an exciting vision for this part of the town.

The inception meeting was held during May and the Masterplan and supporting documentation is due to be delivered by the end of 2018. A consultation and engagement process is underway as part of the project and the tour and presentation for R&D Panel forms part of this engagement.

Some sites within the Masterplan Study Area cross over with the One Public Estate initiative (which the Panel were briefed on in October 2017); namely the Oasis Leisure Centre, South Beach Road car park (behind the Oasis) and the KitKat site.

Engagement

Hunstanton Town Council and Hunstanton Prosperity (the Coastal Community Team, which also includes the 3 borough council local ward members) have received regular updates on the Southern Seafront Masterplan project as it has developed, as have borough council portfolio holders.

As part of the engagement process, a 'Visioning' Event was held in Hunstanton in July, directed by Hemingway Design for an invited audience. As well as Town Councillors and Hunstanton Prosperity, invitees included local representatives from a variety of sectors, such as creative industry businesses, design, arts and culture organisations, entrepreneurs, education sector, leisure industry and watersports.

Following this event, an engagement portal has been developed, which has been widely publicised and runs through part of August, into September; this is the main way for the wider public, whether residents, businesses, visitors or even people that have never visited the town, to get involved. More will be explained about the engagement side of the project at the presentation for the Panel that follows the tour.

Information has also been provided to the local media, including the Town and Around publication (which is distributed widely in the local area).

Other local initiatives – for the Panel's information

The Hunstanton Heritage Pier Community Trust (a registered 'Community Benefit Society') has aspirations to rebuild a pier in Hunstanton; additionally, a local group who wish to see the reopening of the railway line between King's Lynn and Hunstanton for trains, are active in Hunstanton. At Cabinet in June 2018, the Council's position – of not being able to support these initiatives at present – was confirmed. Further information is contained within the Cabinet report of 25 June 2018¹ if Panel members wish to have additional detail – section 7 and point 8.7 of the report refer.

Presentation

Following the tour of sites, the Panel will receive an update on the current position of the project and current thinking from the Hemingway Design team.

Appendices

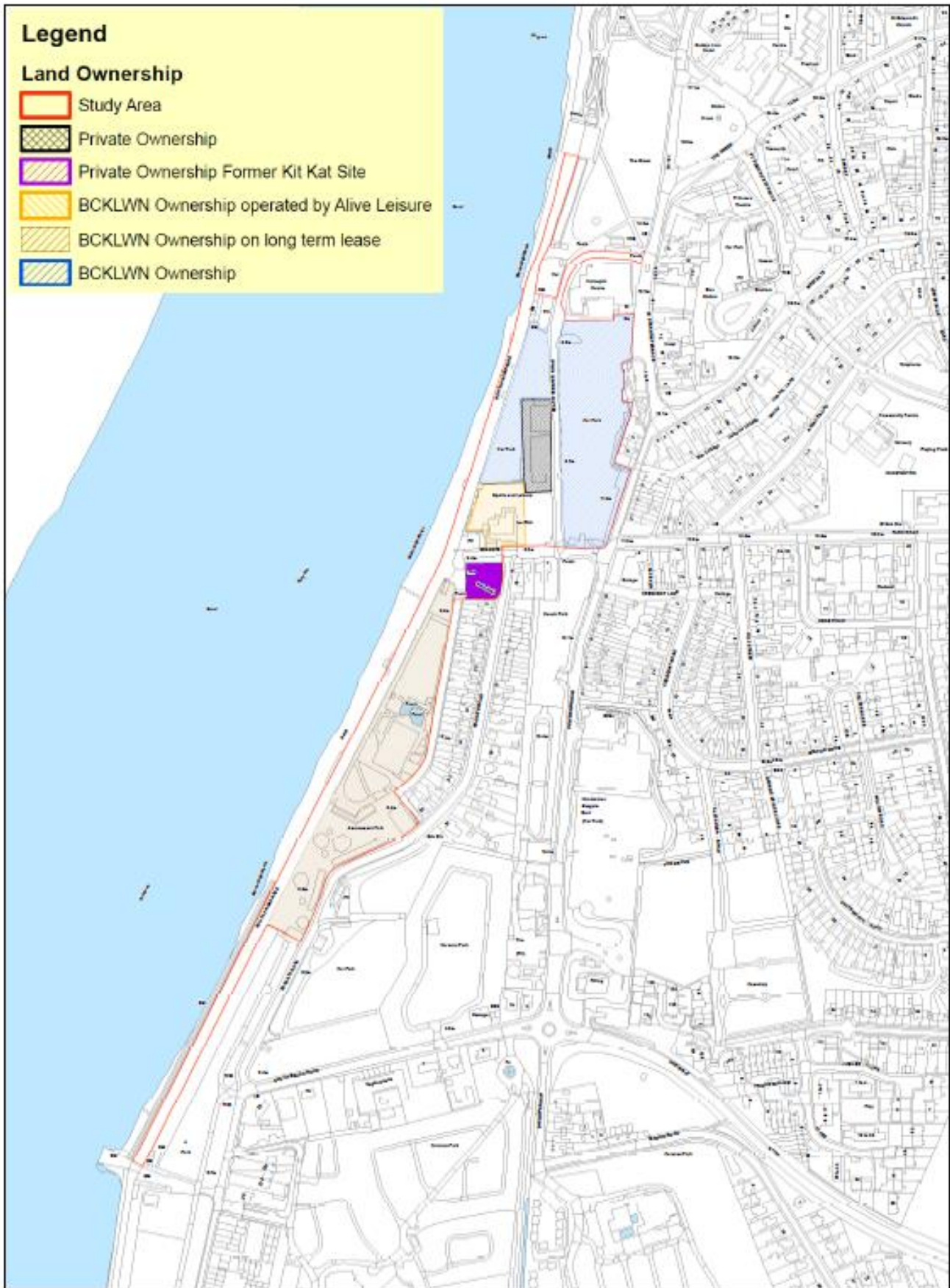
Appendix 1 – Study Area

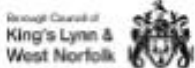
Appendix 2 – Walking Tour – 11th September – Route

Jemma Curtis
Regeneration Programmes Manager

¹ 'One Public Estate projects and Hunstanton Southern Seafront Masterplan' 25 June 2018

Appendix 1



 <p>Borough Council of King's Lynn & West Norfolk</p> <p>Tel. 01553 616200 - Fax. 01553 691660</p>	<p>Title</p> <p>Study Area for Hunstanton Southern Seafront Master Plan</p>	<p>Scale</p> <p>1:3,360</p>	<p>© Crown copyright and database rights 2018 Ordnance Survey 100034214</p>
	<p>Project / Details</p> <p>Identification Purposes Only</p>	<p>Date</p> <p>01/02/2018</p>	
		<p>Drawing / Reference Number</p> <p>OPE 1A - 1H</p>	

